



CALIFORNIA VETERANS NEED YOUR HELP

THEY SERVED, THEY EARNED

California is home to nearly 1.8 million military veterans — yet just over 20% are collecting the benefits and services they earned protecting America.

Many veterans are unaware that they qualify for benefits, and many are in desperate need of help:

- 9.4% of combat veterans who served after 9/11 were unemployed in 2013 — 2% higher than the previous year.
SOURCE: BUREAU OF LABOR STATISTICS
- Nearly a quarter-million troops who served in Iraq and Afghanistan returned with Post Traumatic Stress Disorder (PTSD) in 2012. In 2010, about 22 veterans a day committed suicide.
SOURCE: HUFFINGTONPOST.COM, 3-19-13
- 25% of the homeless are veterans — and 26% of all homeless veterans are in California.
SOURCE: VETERAN HOMELESSNESS: A SUPPLEMENTAL REPORT TO THE 2009 ANNUAL HOMELESS ASSESSMENT REPORT TO CONGRESS
- While fewer troops are dying in battle, more are returning with catastrophic injuries. Over 32,000 troops were wounded in Iraq.
SOURCE: HUFFINGTONPOST.COM, 3-17-13
- One in four soldiers had abused prescription drugs, according to a 2009 Pentagon health survey.

In cooperation with the California Department of Veterans Affairs, we're working to ensure that California veterans receive the benefits and services they earned — benefits and services that can change their lives for the better.

We're asking you to partner with us in this important effort.



CALIFORNIA'S COUNTY VETERANS SERVICE OFFICERS SERVING THOSE WHO SERVED

County Veterans Service Officers (CVSOs) play a vital role to ensure veterans receive their earned benefits, and are often the initial community contact for veterans and their families.

The free services offered by California's local CVSO's include:

- Claims Assistance
- Veteran Advocacy
- Program Liaison with the Department of Veterans Affairs, Cal-Vet and Veterans Service Organizations
- Information and Referral Services for Small Business Assistance, PTSD and Substance Abuse Treatment, Job Training, Education and Other Services
- Outreach to Elderly, Disabled, Incarcerated, Homeless and Other Veterans in Need

To find the CVSO nearest you, call toll free 1-844-SERV-VET (737-8838).





MEDIA PARTNERSHIP OPPORTUNITIES

STANDING WITH THOSE WHO SERVED

The California Association of County Veterans Service Officers and the California Department of Veterans Affairs are seeking media partners for our new “You Served, You Earned” radio and television campaign, designed to increase awareness among California veterans about the benefits and services they earned — and to direct them to their local County Veterans Service Office for assistance.

Partnerships will be exclusive to each media market, with one television partner and one radio partner. Each partner will be provided with a professionally produced commercial, which will identify the partner as a co-sponsor of this important effort to help veterans.

While we’re not asking that these commercials be aired for free, we are requesting the lowest discounted advertising rate and whatever other donations in time and exposure are possible.

Each partner will be publicly thanked and honored for their support of those who served.

- We will publicize our partners’ support for veterans using social media, coupled with news releases to local print media, and letters to local elected officials
- We will work to secure resolutions from state and local elected officials and veteran organizations praising our partners for supporting veterans and their families
- We will present partners with a special “Serving Those Who Served” award for supporting veterans, and publicize the award using social media, news releases and letters
- We will provide partners with artwork and information that can be used to highlight their support for veterans on websites and Facebook pages